



CCAC ENTREPRENEUR INSTITUTE
1000 MCKEE ROAD
OAKDALE, PA 15071
412-788-7350

Dear Pittsburgh Small Business Owner:

Are you a small business owner interested in taking it to the next level? The Community College of Allegheny County and key partners throughout the region are partnering in an exciting new initiative, the CCAC Entrepreneur Institute. The Institute will offer an affordable eight week seminar to cover all aspects of leadership and growth planning.

Designed for small business owners with three to five years of experience, the courses will be held Tuesday evenings beginning on April 4th. The first seminar will be conveniently located on CCAC's Allegheny Campus on the North Shore, in historic Byers Hall located at 808 Ridge Avenue, Pittsburgh, PA 15212. A summary of topics and a brief synopsis of discussion points appear on the following pages.

The seminar fee of \$600 covers eight weeks of interactive sessions, course materials, a light networking dinner each week and parking. The fee will be discounted 20% to \$480 for partner members. Check the list included at the end of this information to see if your organization is a member.

Registration will begin February 15, with registration information and frequently asked questions to be found on www.ccac.edu/entrepreneurinstitute. Until then, please contact Larry Furlong at lfurlong@ccac.edu or 412-788-7350 for more information.

We look forward to hosting you in April.

Sincerely,

A handwritten signature in blue ink, appearing to read "Larry Furlong".

Larry Furlong
Executive Director
CCAC Community Education

A handwritten signature in blue ink, appearing to read "Stewart E. Sutin".

Stewart E. Sutin, Ph.D.
President
CCAC



FREQUENTLY ASKED QUESTIONS (FAQs)

WHO WILL BENEFIT FROM PARTICIPATION IN THE INSTITUTE?

Small business owners who have three to five years of experience in their business and who are interested in growing and strengthening their company are the primary market for the CCAC Entrepreneur Institute. Learning will be individual and targeted—seminars are limited to 25 participants. Sessions are designed to be interactive and beneficial to business operators in the majority of product- and service-oriented businesses.

WHAT IS THE COST?

The seminar fee is \$600. This covers eight weeks of interactive sessions, course materials, a light networking dinner each week and parking. Members of partner organizations listed on the following pages will receive a 20% discount, making the seminar fee \$480.

I AM INTERESTED IN STARTING A NEW BUSINESS. IS THE INSTITUTE FOR ME?

The Institute is designed for business owners with three to five years or more of business experience. However, CCAC offers a Small Business Basics Certificate program, highlighted later in this proposal, which provides training to start a small business.

HOW WILL I KNOW IF MY APPLICATION IS ACCEPTED?

All participants will be contacted with a final schedule after all applications have been reviewed and prior to the start of the Institute sessions on April 4.

I TRAVEL A LOT. WHAT HAPPENS IF I MISS A CLASS?

We recognize that small business owners have very full schedules. If you must miss a class, we suggest that you contact the Institute prior to the class to advise them of your planned absence. The instructor's presentation or notes will be shared with you in order to avoid missing a vital portion of the program.

THE EIGHT WEEK CCAC ENTREPRENEUR INSTITUTE PROGRAM

- 1. BUSINESS PLAN DEVELOPMENT**
Successful growth, successful funding pitches, and even hiring in early stages require a concrete plan. This session will review successful business plans, then provide step by step basics to create or improve the plan for your business.
- 2. REVENUE GENERATION: SALES STRATEGY, MARKETING CONSIDERATIONS**
Businesses of any size do not last long without a steady stream of revenue to offset expenses. This session will explore strategies to develop and grow sales efforts, target marketing efforts, and focus communication techniques. Marketing plans, public relations plans and proposals will be discussed and shared.
- 3. EFFECTIVE CUSTOMER SATISFACTION AND CLIENT RETENTION**
Even the most successful sales efforts will fail if more customers are exiting than entering. This session will explore strategies and tactics to service customers in a manner that ensures happiness from both sides. Discussion will review case studies and encourage interaction with real life examples of customer challenges.
- 4. OPTIMIZING HUMAN CAPITAL – RECRUIT, TRAIN, AND RETAIN**
The rapid growth often seen in small businesses requires a special type of employee. This session will review how to attract, grow and retain key employees who share your passion for the business.
- 5. FINANCE AND FUNDING SOURCES**
How do you know if your business is really doing well? This session will explore reading balance sheets and financial statements, and proper preparation and timing to explore additional funding sources. Discussion will review case studies and may involve role playing.
- 6. MANAGEMENT OF GROWTH**
This session will explore the role of the CEO, CFO and COO in larger organizations. Participants will also study the transition to a Management Team, review case studies of successful transitions and hold open discussions on challenges for various industries.
- 7. LEGAL AND TAX CONSIDERATIONS**
Competition, employment, billing and even taxes have significant legal implications that change as a business grows. This session will explore basics of the legal field in relation to small businesses, as well as tax resources.
- 8. LOCAL SUCCESS STORIES**
Learning from other's success is often the best way to ensure your own. This final session will involve real life local case studies of success stories presented by local business leaders. A sponsored networking event and certificate ceremony will complete the Institute program.



LOCAL PARTNERS OFFERING A 20% SEMINAR FEE DISCOUNT

Partners are listed alphabetically and are current as of February 10, 2006.

- ✓ African American Chamber of Commerce
- ✓ Allegheny County Medical Association
- ✓ Builders Association of Metropolitan Pittsburgh
- ✓ Northern Allegheny County Chamber of Commerce
- ✓ Pittsburgh Technology Council
- ✓ U.S. Small Business Administration
- ✓ Smaller Manufacturers Council

Check with your organization if you are not listed above, as new partners are being added weekly. New additions may include:

- ✓ local Chambers of Commerce
- ✓ local trade organizations



NOT QUITE READY FOR THE INSTITUTE?

CCAC offers the Small Business Basics certificate to benefit beginners who are interested in starting a small business. If you would like to start a business but have no formal training, this certificate will give you the basics and lend credibility to your plan. You will learn the fundamentals of financing, writing a business plan, and starting a business from the ground floor or acquiring an existing business.

Required classes: 33 Hours

- ✓ What Type of Small Business is for Me? (6 hours)
- ✓ How to Start Your Own Small Business (15 hours)
- ✓ How to Write a Business Plan (9 hours)
- ✓ How to Finance a Small Business (3 hours)

Choose two of the eight following courses or workshops in addition to the 33 required hours to obtain the non-credit certificate of completion in Small Business Basics.

- ✓ Accounting for Small Business (30 hours)
- ✓ Quickbooks Workshop (6 hours)
- ✓ Taxation for the Self-Employed (9 hours)
- ✓ Small Business Cash Flow Management (9 hours)
- ✓ Marketing and Promoting Your Small Business (9 hours)
- ✓ Buying a Franchise (3 hours)
- ✓ Managing Paper and Business Records (7.5 hours)
- ✓ Business Writing (9 hours)

Certificate programs may be completed over several semesters. For more information, call (412) 369-3703.



APPLICATION FORM SPRING 2006 SEMINAR SESSION

NAME _____

TITLE _____

COMPANY NAME _____

YEARS IN OPERATION _____

MAIN BUSINESS LINE _____

PRIMARY REASON(S)
FOR ATTENDANCE
(ie, gain better understanding of
growth, networking opportunities,
finance training, etc.) _____

ADDRESS 1 _____

ADDRESS 2 _____

BUSINESS PHONE _____

MOBILE PHONE _____

EMAIL _____

PAYMENT INFORMATION

METHOD OF PAYMENT ☐ Check # ☐ Credit card #

AMOUNT ENCLOSED ☐ \$600 ☐ \$480 Partner discount*

(circle one) VISA Mastercard Discover

* Proof of qualification (partner organization member number, copy of current membership card, etc. must be included with this application to qualify for the member discount.)

NOTES:

1. Should CCAC cancel this session for any reason, a 100% refund will be given. Students who wish to withdraw from a course must do so by the end of the last business day before the course begins.
2. We will make every effort to provide you with information from any class you may have to miss. Please call 412-788-7352 prior to the class, if possible, to make arrangements.
3. CCAC must reserve the right to modify, postpone or cancel courses due to weather, availability of facilitators or other issues. In such a rare event, every effort will be made to provide appropriate rescheduling.

Please complete and return to:
CCAC Entrepreneur Institute, Attn: Larry Furlong, 1000 McKee Road, Oakdale, PA 15071.